

2015 Media Kit

SURPRISE RECREATION CAMPUS PARTNERSHIP OPPORTUNITIES



SURPRISE RECREATION CAMPUS

WHAT WE DO

The tradition continues to grow within the City of Surprise as the Surprise Recreation Campus embarks on a new year filled with a series of events that make the City of Surprise a premier tourist destination.



With over 200 acres of recreational opportunities, the Surprise Recreational Campus extends over a 10,500 seat stadium, 12 major league practice fields, youth baseball complex, 8-acre Multi-purpose Soccer Field, 25 court state of the art tennis complex, and an aquatic center which includes a competitive pool and diving well.



As a multi-purpose venue, the Surprise Recreation Campus aims to not only provide a foundation for our community programming, but to also provide our community members and businesses with exclusive options to expand and build supreme branding opportunities.



This media kit will feature a guideline in assisting you in finding a perfect fit for your company and/or organization to help maximize every aspect of a partnership opportunity with the Surprise Recreation Campus.



SURPRISE STADIUM

Voted Best Stadium to watch a Spring Training Game, the Surprise Stadium proudly serves as the Cactus League Spring Training Facility for the Texas Rangers and the Kansas City Royals Major League Baseball Organizations.



Developed in 2002, the Surprise Stadium is constructed over 200 acres and is comprised of an 10,400 seat stadium, six club level suites with outside stadium seating, state of the art scoreboard, 12 major league size practice fields (6 lighted), 16 hitting tunnels, 36 shooting gallery pitching mounds, and a 8-acre multipurpose turf recreation field.



Averaging over 190,000 visitors throughout the course of Spring Training, the Surprise Stadium strives to continue to providing the ultimate Spring Training experience for baseball fans.



THE TRADITION CONTINUES...

WEBSITE

- THOUSANDS OF HITS PER DAY
- EXCLUSIVITY OPPORTUNITIES
- BUILD YOUR BRAND AWARENESS
- CUSTOMIZABLE LINKS
- LOGO BRANDING



PRINT

- HIGH IMPRESSION VALUE
- SPRING TRAINING PROGRAM GUIDE
- CACTUS LEAGUE PUBLICATIONS
- DISTRIBUTIONS THROUGH BONUS EVENT MATERIALS
- POSITIVE READERSHIP VALUE

SOCIAL MEDIA

- AUDIENCE OF ENGAGED FOLLOWERS
- AUDIENCE LOYALTY
- PROMOTIONAL OUTLET
- IMMEDIATE CONNECTION
- INCREASE YOUR REACH

DIGITAL

- ON SITE DIGITAL STREAMING
- MESSAGE CUSTOMIZATION
- EVENT COMMERCIAL OPPORTUNITIES
- AUDIENCE TARGETING
- IN GAME PROMOTIONS



2015 SPRING TRAINING ATTENDANCE

Game 1	Game 2	Game 3	Game 4	Game 5	Game 6	Game 7	Game 8
3/4	3/5	3/6	3/7	3/8	3/9	3/10	3/11
CHARITY GAME	TX VS KC	SF VS TX	CIN VS KC	CLE VS TX	OAK VS TX	CWS VS KC	SD VS KC
6,830	4,694	6,726	6,058	5,577	5,082	4,925	4,174
Game 9	Game 10	Game 11	Game 12	Game 13	Game 14	Game 15	Game 16
3/12	3/13	3/14	3/15	3/16	3/17	3/18	3/19
CWS VS TX	OAK VS KC	LAA VS KC	MIL VS TX	CLE VS KC	LAD VS TX	MIL VS KC	COL VS KC
5,022	7,563	7,372	4,407	7,626	6,125	7,065	7,329
Game 17	Game 18	Game 19	Game 20	Game 21	Game 22	Game 23	Game 24
3/20	3/21	3/22	3/23	3/24	3/25	3/26	3/27
SEA VS TX	MIL VS TX	SF VS KC	CIN VS TX	LAA VS TX	CWS VS KC	COL VS TX	SEA VS KC
8,354	7,579	8,747	5,909	4,982	6,567	5,657	8,691
Game 25	Game 26	Game 27	Game 28	Game 29			
3/28	3/29	3/30	3/31	04/01			
SD VS TX	CHI VS KC	KC VS TX	CHI VS TX	LAD VS. KC			
6,389	7,374	3,976	4,355	6,842			



SURPRISE RECREATION CAMPUS TOURISM

According to a recent economic impact study nearly all out-of-area visitors stayed one night in the Phoenix Metro Area while attending a Cactus League game. Nearly all out-of-area visitors including those from the surrounding areas averaged three or more nights while attending an average of three or more games.



In addition to Spring Training, visitors took advantage of local area activities which included shopping, fine dining, golfing, sporting (non-baseball) events, local night life and visits to national/state parks.



During the 2014 Spring Training Season, the Surprise Recreation Campus continued to prove to be the best choice for attracting the millions of fans descending on baseball's spring training traditions.



Surprise is poised to present a "unique" local flavor that will sustain the community while capturing the tourism element to improve its return on investment in quality programs and services. Economic activity in Surprise will be enhanced as we infuse tourism dollars into the local economy. Tourism is a natural extension to enhance the work that has already been done at the local and regional level.

Surprise developed rapidly, and now, as we enter a new and exciting phase of sustainability and progress in the development of our tourism industry; we are exquisitely aware of the consumer climate. Our marketing approach and end products must be based on consumer feedback which call for high levels of service, value and uniqueness.

SURPRISE RECREATION CAMPUS YOUTH SPORTS

Averaging over 2,000 participants during our Fall and Winter youth programs, 1,900 during our Spring and Summer youth sports programs the Surprise Youth Sports Division provides an environment where families can enjoy and share in the Surprise Recreation Campus traditions of family and community values and commitment.



Your company and organization can have the opportunity to share in the tradition by partnering throughout our Youth Sports Programming seasons as a contributing sponsor. As we continue to grow within our Community so can the outreach of our valued business partners.



SURPRISE RECREATION CAMPUS

Special Events

The Surprise Recreation Campus strives to enrich and compliment the lives of Surprise Residents through stewardship of our resources while providing responsive programs which promote and prioritize diversity, cultural, neighborhood, family, education, recreation and wellness opportunities.

As a community sponsorship partner, your contributions can go beyond advertising and reach residents through a variety of our community events.





Santa's Workshop

Friday, December 5th
5p-9p

**Surprise Recreation Campus
15960 N. Bullard Avenue**

Meet and Greet with Santa and Mrs. Claus
★ Families will have the opportunity to take their own photos!

Come enjoy this Fun Free Activity

Milk and Cookies provided by our friends at New York Pizza Dept. in Surprise.
*While supplies last.

For more information please visit www.surpriseaz.gov/specialevents or contact Community and Recreation Services at 623-222-2000.

Sponsors: Sanderson Ford, Sanderson Lincoln, Wyndham, Marley Park, Prasad.

SURPRISE PARTY 2015

FRIDAY 5P-9P; SATURDAY 11A-5P

LOCATION: SURPRISE STADIUM/RECREATION CAMPUS

PROJECTED ATTENDANCE: FRIDAY 6,000-8,000; SATURDAY 12,000-14,000

EVENT DEMOGRAPHICS: AGE RANGE OF 24-65

PUBLICITY: WEBSITE, SOCIAL MEDIA, CAMPUS PUBLICATIONS, FLYERS, BROCHURE

MAIN ATTRACTIONS: BALLOON GLOW, SANTA'S WORKSHOP, TREE LIGHTING

CEREMONY, SKYDIVERS, LIVE ENTERTAINMENT, ELEPHANT RIDES, CAMEL RIDES, ARTS & CRAFTS FESTIVAL, CAR SHOW, BEER GARDEN, VENDOR VILLAGE



EGG HUNT SCHEDULE

Gates will open at 9:00 a.m.
First Hunt begins at 10:00 a.m.



AGE GROUPS FOR EGG HUNT

10:00 a.m. - 2 years old

10:20 a.m. - 3 years old

10:40 a.m. - 4 years old

11:00 a.m. - 5 years old

11:20 a.m. - 6 years old

11:40 a.m. - 7 & 8 years old

**Age group



EGGSTRAVAGANZA 2015

SATURDAY, APRIL 4TH 9:30A-NOON

LOCATION: SURPRISE STADIUM/RECREATION CAMPUS

PROJECTED ATTENDANCE: SATURDAY 15,000-18,000

EVENT DEMOGRAPHICS: AGE RANGE OF 26-50

PUBLICITY: WEBSITE, SOCIAL MEDIA, CAMPUS PUBLICATIONS, FLYERS, BROCHURE

MAIN ATTRACTIONS: EGG HUNTS, MR. & MRS. BUNNY, FACE PAINTERS AND CLOWNS, INFLATABLES, FOOD VENDORS, BUSINESS VENDOR VILLAGE



FREE MISSION!

SURPRISE FIESTA grande

KLORICO DANCERS

KID ZONE

CAR SHOW

SURPRISE ARIZONA

**AUTHENTIC MEXICAN FOOD
FESTIVE BEVERAGES
MARIACHIS
KID ZONE - PINATA PLAZA & INTERACTIVE GAMES
LIVE ENTERTAINMENT**

- Barrio Latino
- Diana & the Rhythm Express
- Mariachi Pasion
- Ballet Municipal de Danza Folklorica from Nogales
- El Mariachi Atotonilco
- Mariachi Cervantes
- Mariachi Estrella from Nogales
- Estudiantina Nueva Juventud from Nogales

SATURDAY, OCTOBER 4

NOON - 9 PM

STREET-STYLE FESTIVAL AT GRAND AND HOLLYHOCK

SURPRISEAZ.GOV/SPECIALEVENTS | 623.222.2000

GOLDEN EAGLE
CITY OF SURPRISE

Banner Del E. Webb
Medical Center

SANDERSON Ford

SANDERSON LINCOLN
ON SALE NOW

WYNDHAM

Marley Park

PRASADA

SURPRISE FIESTA GRANDE
SATURDAY, OCTOBER 3RD, 2015, NOON-9PM
LOCATION: CITY OF SURPRISE ORIGINAL TOWN SITE
PROJECTED ATTENDANCE: 7,000-8,500
EVENT DEMOGRAPHICS: AGE RANGE OF 19-60
PUBLICITY: WEBSITE, SOCIAL MEDIA, CAMPUS PUBLICATIONS, FLYERS, BROCHURE
MAIN ATTRACTIONS: KID ZONE, LIVE ENTERTAINMENT, CAR SHOW, VENDOR VILLAGE, PETTING ZOO, OPEN SWIM, BEER GARDEN



4TH OF JULY CELEBRATION

JULY 4TH, 2015

LOCATION: SURPRISE RECREATION CAMPUS-SURPRISE STADIUM

PROJECTED ATTENDANCE: 12,000-18,000

EVENT DEMOGRAPHICS: AGE RANGE OF 25-65

PUBLICITY: WEBSITE, SOCIAL MEDIA, CAMPUS PUBLICATIONS, FLYERS, BROCHURE

MAIN ATTRACTIONS: MINOR LEAGUE BASEBALL GAME, IN GAME PROMOTIONS, MUSIC, FOOD, FIREWORKS SPECTACULAR